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July 8, 1943

VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
<u>Radio</u>		
Victory Garden Program (Blue) - "How to Keep Your Victory Vegetables"	Hemphill Moore Dukars	In preparation for July 12
Garden Gate (CBS) - "Fall Crops for the Vegetable Garden"	Worcester Doolittle (BPI)	In preparation for July 10
Farm and Home Hour (Blue) Serval, Inc. "Fashions in Rations" "Home Drying of Fruits & Vegetables"	VanDeman	In preparation
Farm Flashes When Work in Beans Watering V-Garden	Briggs Hartogensis	In clearance In clearance
Homemakers' Chats Storeroom for Root Vegetables How to Store Your Canned Garden		In clearance In clearance
PA and INS Still Time for V-Garden	Moore	Cleared
<u>Press</u>		
Statement by Secretary Wickard on late gardens. (For AP)	Moore	Ready for clearance
Take Care of Your Pressure Canner (AWI folder)	Pundt	In preparation
Four Ways to Dry Food at Home	BHE	In preparation
Market Baskets Snap Beans on Top Again	Pundt	For immediate release
More Than One Way to Preserve the Fruits and Vegetables From Your Victory Garden Canning Tomato Juice	Davis Pundt	In clearance For immediate release
War-time Canning of Fruits, Vegetables	Pundt	For immediate release
Canning Problems. Questions & Answers	Pundt	In preparation

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U. S. DEPARTMENT OF AGRICULTURE

Subject	Assigned	Status
<u>RATIONING AND PRICE CAMPAIGN</u>		
(See Campaigns Report No. 12 for pending materials. New materials listed below.)		
<u>Radio</u>		
"Containing Meat from Your Own Farm" - Skeleton script for use of field in presenting rationing story to farm families. This is first of series being planned.	Millson (FDA)	In clearance
Radio Round-Up on Food, Sugar - Coffee - and Rationing Changes in Point Values	Cohan (FDA)	Completed
Federal Food Reporter - Point Value Changes	Hoffman (FDA)	Completed
Fact Sheets - A series prepared for daily release, covering essential facts on various price and rationing programs. Subjects completed to date are:	OPA	Completed Others being prepared daily
No. 1 - How Rollback Butter Subsidies Operate 2 - Use and Misuse of Ration Coupons 3 - Sugar for Home Canning 4 - Rations for Members of the Armed Forces 5 - Vacations or Pleasure Trips 6 - War Ration Book III 11 - Coffee Rationing Up-To-Date 12 - Illegal Use of Ration Stamps & Certificates 13 - Why and How Point Value Changes are Made 15 - Ration Horse 17 - The Work of the Price Panel & Price Panel Assistants (Ration Boards) 18 - Extra Food Rations for Dietary Reasons		
Home Front Pledge Campaign Materials Campaign Handbook for use of Information Staffs Guide for Community Organization Home Front Pledge (to be signed by consumers) Home Front Pledge Poster Home Front Pledge Sticker Car Cards 24-sheet Posters Radio Spots Newspaper and magazine ads	OPA	Completed
Bulletin for Schools and Colleges -- Magazine rounding up price and rationing information for use of schools	OPA	Completed - 50 copies sent to USDA and Information representative in field.

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FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Gasoline rations for farm deliveries to consumers	Lewis	In clearance
Background piece on conservation of agricultural bags	Lewis	In clearance
1943-44 fertilizer program	Lewis	Released July 6
<u>Farm Flashes:</u> Shop early for fertilizer New nitrogen fertilizer New fertilizer regulations Fertilizer restrictions eased	D. Reynolds	Released July 6
Background piece on program to supply "hard-to-get" items	WFB	Ready for distribution
National press release, local release, and background piece on copper wire distribution program for farms	Lewis	In preparation
1944 milk can distribution program	Lewis	Released July 2
Water equipment reserves release	Lewis	Released July 1
<u>Fact sheets:</u> No. -7 - 1943-44 fuel oil rationing program -8 - Sale of second-hand emergency tires 9 - Tire inspection rules for passenger cars 10 - What is non-essential driving? 14 - Renewal of A, B, C, and D mileage rations 16 - T and TT coupons for transport use	OPA	Completed

ANTI-BLACK MARKETS CAMPAIGN

For Secretary's Annual Report

Summary of Black Market problem and actions taken	Rowell	In clearance
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Leaflet

"The Farmer Grades His Meat", a practical handbook, with pictures -- for distribution to farmers	Briggs	In clearance
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Radio

"What's Your Idea" will carry a broadcast on the Civilian Meat Picture, - over Mutual Network, July 15, 11:50 - 12:00 EDT	Roberts	In preparation
"Radio Roundup on Food", July 10 will mention Food Distribution Order #61 which establishes new designation "commercial slaughterer" which will be used in referring to those slaughtering over 2 million pounds per year.	Cohan	In preparation

Subject

Assigned

Status

PRODUCTION GOALS CAMPAIGN

Radio

Keeping Livestock Healthy	Burch	Cleared
Wartime Meat and Milk Mathematics	Burch	Cleared
Save Meat by Preventing Waste	Burch	Cleared

Farm and Home Hour

July 13 - "Increasing Production with RACC Loans" - Governor A.G. Black, FCA	Reid	Cleared
July 15 - "Where Once There Was Only Water" Wallace Kadderly	Heinen	In preparation
July 17 - "Care of Cream on the Farm" - O.E.Reed, Chief, Dairy Industry	Reed	In preparation

Broadcasts

July 12 - (Blue) "Salute to American Farmers" U.S. Coast Guard Broadcast	Heinen	Cleared
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Farm Flashes:

Small Farmers' Trench Silo	Fox	In clearance
Chic-Raising Farm Boys	Fox	In clearance
Saw vs. Roller Ginning	Briggs	Cleared
Beeswax Collection Program	Reynolds	Cleared
Stock Health Math	Burch	Cleared
Home-Made Hay Elevator	Hartogensis	Cleared

PA and INS

Food through Machine Sharing	Fox	In clearance
One Motor for Seven Jobs	Hartogensis	In clearance
Farming on Two Fronts	Fox	Cleared

Press

Select Cockerels Early for Breeding Stock	Burch	Cleared
Make Ready Now to Store Garden Products	Wharton	In clearance
A New High-Grading Potato	Wharton	In clearance
Controlling Soybean Diseases	BPIAE	In preparation

FARM LABOR CAMPAIGN

Radio

Farm & Home Hour, July 8 - Dr. Frederic B. Knight - The Farmers Need the Victory Farm Volunteers	Hancock	Completed
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Farm Flashes:

Victory Farm Volunteer	Reynolds	In clearance
Training Victory Volunteer	"	"
Contracts with Volunteers	"	"

Subject	Assigned	Status
Supervising V. Volunteers	Reynolds	In preparation
Co-Between for Volunteers	"	"
Pages for V-V Worker	"	"
Insurance for Summer Help	"	"
Hauling Volunteer Workers	"	"
Safety for Young Workers	"	"
How Succeed with Victory Volunteers	"	"
<u>PA and INS</u>		
Women Farm Labor	Reynolds	Cleared
V-Model Farm Women	Herndon	Cleared
<u>Food Information Series, Leaflets, Etc.</u>		
Summary of BAE study on Manpower for war work	Bryan	In preparation
Safety for the Crop Corps - AWI series	Pocle	Dist. completed
Do You Need Additional Farm Help	Meyer	At printer
Victory Farm Volunteers	Frutcher	At printers
Women's Land Army of U.S. Crop Corps Needs	Bailey	At printer
Workers - AWI series		
Discussion Guide on Farm Labor	Benton	In G.P.O.
BAE-EXT. Flier (Farm Community Effort)	Johnson	In preparation
Report of Food Administrator - Farm Labor for		
Secretary's Annual Report	Meyer	Completed
July Farm Labor Jobs	Hancock	Out
Farm Labor Newsletter	Hancock	Prepared
August Farm Labor Jobs	Hancock	In preparation
<u>Features</u>		
General Statement reporting progress of		
U.S. Crop Corps	Hancock	In preparation
<u>Visual</u>		
Window Display - These are the Weapons	Bennett,	In preparation
	Baldwin	
Volunteer Land Corps Film	Bennett	In preparation
Poster, Help with the Harvest	Sill	At printers
Poster, WLA recruiting	Sill	At printers
Poster, Those Overalls Are Your Uniform	Pocle	At printers
Slidefilm, How to Train Groups of Workers	Bennett-	
	Vaughan	In preparation
<u>Magazines</u>		
Thousand word editorial for October issue OUTDOORS	Hancock	In preparation
<u>Field Trips</u>		
Plans being made to visit all States to talk over		
local labor and other information programs	Schlup	In preparation
<u>OVERALL FOOD CAMPAIGN</u>		
(Items previously listed are still pending)		
(New materials listed below.)		
<u>Network Broadcast.</u>		
July 17 - "For This We Fight", Judge Jones	Hambidge	In preparation

